



# Beneficiary Access and Support Services 2012 Annual Contract Report

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## 1.0 Overview

In the second year of the Beneficiary Access & Support Services (BASS) contract, which began on September 29, 2011, the BASS team focused on expanding its efforts to reach and engage the Ticket to Work program's stakeholders, principally Social Security disability beneficiaries, their families and influential individuals and groups within the disability community. The call center, systems, and outreach team members worked together to implement a comprehensive, integrated strategy that provided multiple access points for beneficiaries to receive and transmit program-relevant information.

Through traditional, online and social media, the BASS team promoted the value of the Ticket program as a path to reduce or eliminate dependence on Social Security benefits and achieve financial independence through employment. Whether a beneficiary phoned the call center, received an Integrated Voice Response (IVR) call, visited the Ticket to Work website, attended a WISE webinar, or participated in a Twitter Chat, they received a consistent message about how the Ticket program could help them achieve their employment goals.

Highlights of the year's activities included:

- Initiating 3 distinct IVR campaigns, each achieved a higher than anticipated response rate
- Conducting a beneficiary satisfaction survey that yielded a response rate of nearly 28%
- Providing high quality, reliable call center service to over 230,000 individuals
- Maintaining an average attrition rate for call center representatives of 4%
- Initiating social media engagement opportunities by implementing 5 Facebook Q&As and 2 Twitter Chats
- Increasing the number of Facebook fans by 41%; Twitter followers by 138%; and YouTube views by 475%
- Establishing a program blog that garnered more than 2500 subscribers
- Adding 6 new success stories that align with Ticket program values and promote work incentives
- Producing and distributing more than 115,000 information materials to 318 service providers
- Conducting 4 beneficiary focus groups to test program materials and messages
- Winning 3 awards from industry associations in recognition of BASS accomplishments

This report further describes the BASS team successes highlighted above and provides a brief preview of the outlook for the coming year. Moving forward, the Team is confident that it will build on this record of success to continue to deliver lasting results.

### 1.1 Ticket Assignments

Ticket assignments were limited to Employment Network (EN) assignments only; tickets that were "in use" by State Vocational Rehabilitation agencies (SVRAs) were not included in the totals. Based on ticket assignment data provided by MAXIMUS, the BASS team recorded 9,138 ticket assignments from October 2011 to September 2012. The total assigned tickets, cumulative totals and percent of contract year (CY) totals, are given by month in Figure 1-1 and Figure 1-2.



Figure 1-1: Cumulative Ticket Assignments

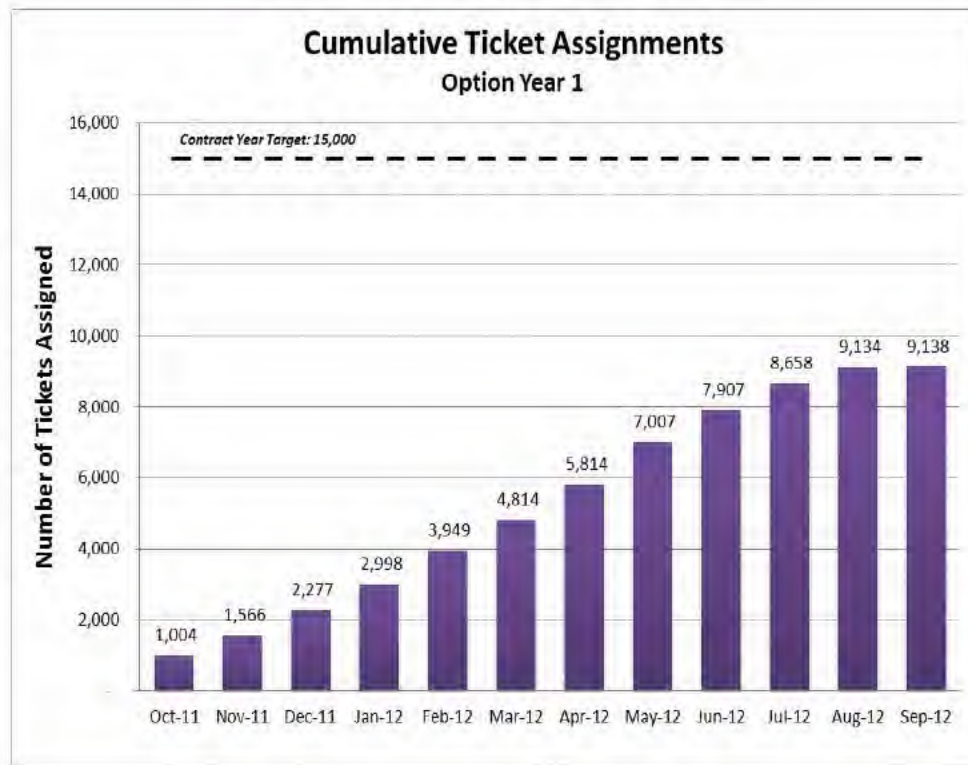


Figure 1-2: Ticket Assignments by Month

Month	Tickets Assigned	CYTD Cumulative	% of CY Goal
October 2011	1,004	1,004	6.7%
November 2011	562	1,566	10.4 %
December 2011	711	2,277	15.2%
January 2012	721	2,998	20.0%
February 2012	951	3,949	26.3%
March 2012	865	4,814	32.1%
April 2012	1,000	5,814	38.8%
May 2012	1,193	7,007	46.7%
June 2012	900	7,907	52.7%
July 2012	751	8,658	57.7%
August 2012	476	9,134	60.9%
September 2012	4	9,138	60.9%

## 2.0 Communications and Outreach

This year, the BASS team significantly improved the Ticket program's ability to engage stakeholders in community events, virtual events, and disability awareness initiatives. The marked increases in participation were due largely to a targeted communication and outreach strategy that used multiple channels, communities, and organizational relationships to engage audiences. This strategy enabled BASS to reach effectively those most in need of Social Security Disability Insurance (SSDI) and





Supplemental Security Income (SSI) information and resources. Tactics included an enhanced webinar program, outbound IVR calls, new social media initiatives, and wider dissemination of print and electronic materials.

## **2.1 Work Incentives Seminar Events (WISE)**

WISE events were established as community-based events led by Work Incentive Planning and Assistance (WIPA) project staff to explain the Ticket program and Work Incentives. They featured presentations by ENs, SVRAs, and Protection and Advocacy representatives. The BASS team provided technical assistance for those in-person events. To complement the in-person experience, the Team continued to host monthly virtual WISE events using webinar technology. BASS prepared a Webinar Production and Promotion plan to direct the implementation of the monthly events, resulting in increased traffic to the beneficiary website and outreach to approximately 180 external organizations each month.

In September 2011, Social Security discontinued in-person WISE events. However, the BASS team continued to support events that had already been scheduled when this decision was announced. A total of 119 WISE events were held from October through December 2011 attended by 1,490 beneficiaries.

The Team's technical assistance support for those in-person WISE events included developing invitational post cards and flyers, creating a registration website, developing contact information for and inviting ENs and Protection and Advocacy representatives, creating and distributing materials in alternate formats (e.g., Braille, large print, electronic), monitoring accommodation requests, and preparing weekly and ad-hoc attendance reports.

### **2.1.1 WISE Webinars**

During this contract year, the BASS team held 15 webinars, many of which focused on distinct topics as well as targeted select groups. Subjects of these webinars included Youth in Transition; "You Asked, We Answer"; Persons with Mental Illness; Job Accommodations; Financial Independence; Veterans; and Preventing and Managing Overpayments. The "You Asked, We Answer" and mental illness webinars were conducted twice due to their popularity.

With the cancellation of the in-person WISE events in September 2011 and the termination of WIPA Projects on June 30, 2012, WIPA staff members were no longer available to act as presenters. In response, the BASS team developed themes that were conducive to working with other types of service providers, including Social Security Area Work Incentive Coordinators (AWICs), other Social Security staff, and external partner organizations, such as the Job Accommodation Network.

Throughout the course of the 15 webinars; 1,518 beneficiaries; 1,327 ENs; 1,265 community partners; and 238 family members attended. Figure 2-1 details the registration and attendance totals, by attendee type and theme.





Figure 2-1: WISE Webinars

Date	Webinar Topic	# Benes Attended	#ENs Attended	#CPs Attended	Family Members	Total Attended 2011	Total Attended 2012
9/14/2011, 9/28/2011	Generic	196	147	156	23	522	X
10/26/2011	Mental Illness	79	49	72	11	211	X
11/16/2011	Vets	29	38	38	2	107	X
12/21/2011	Generic	97	43	53	10	203	X
1/25/2012	Generic	134	146	148	26	371	454
2/29/2012	You Asked. We Answer.	154	154	157	18	382	483
3/28/2012	Overpayments and SSITWR	116	107	154	26	358	403
4/25/2012	Generic	104	82	71	17	437	274
5/9/2012	Mental Illness	52	68	66	10	692	196
5/23/2012	Young Adults	39	89	83	25	692	236
6/27/2012	Generic	131	107	59	10	198	307
7/11/2012	Support for People with Disabilities on the Journey to Financial Independence	69	68	106	23	460	266
7/25/2012	Support Services for People with Disabilities: Ticket to Work, Job Accommodations, and You	97	79	68	13	460	257
8/22/2012	Ticket to Work and Work Incentives: Free Support Services for People with Disabilities	125	81	107	12	469	325
9/12/2012	Ticket to Work and Work Incentives: You Asked, We Answer	96	69	83	12	522	260

From 2011-2012, additional outreach and new themes helped the BASS team to increase overall registration and attendance of beneficiaries, service providers, and community partners above the level of webinars from previous years.

Following each webinar, the BASS team notified registrants when the archived session was available to view. 8,024 individuals visited the archive 11,210 times during the period October 1, 2011, through





September 27, 2012. These visits demonstrated that beneficiaries found the content of webinars both valuable and relevant.

Supplementing its ongoing outreach, the BASS team created and promoted the concept of webinar viewing parties beginning in February 2012. In conjunction with the “You Asked, We Answer” webinar, ENs and other service providers were encouraged to conduct viewing parties by inviting beneficiaries to their offices or other venues to participate in a webinar at a safe, accessible location. After several service providers expressed interest in these events, the BASS team continued to encourage service providers to host viewing parties in concurrence with either a live webinar or an archived webinar from the (b)(4) Archive Page. In September 2012, the BASS team developed an evergreen online toolkit for service providers interested in hosting viewing parties. This material is available on the ChooseWork website in the service provider document library.

## 2.2 Integrated Voice Response (IVR) Outreach

### 2.2.1 New Beneficiary IVR

In June 2011, Social Security discontinued the direct mail correspondence to new disability beneficiaries to advise them of their eligibility to participate in the Ticket program. After a successful pilot of an Integrated Voice Response System (IVR) as alternative means of contacting new beneficiaries, BASS began planning for an ongoing IVR effort to conduct 20,000 new beneficiary IVR calls each month.

Between October and December 2011, BASS developed and tested an approach to deliver IVR messages to new beneficiaries in all 50 States and all US Territories. This approach included the development of Spanish and English call scripts, revisions to Ticket to Work Help Line Customer Service Representative (CSR) scripts, system revisions to MaxStar to segment IVR calls from general call center activity, and IVR-related procedures for capturing caller email addresses.

The development process also involved BASS using an algorithm developed by Social Security’s Office of Program Development and Research (OPDR) to select 20,000 new beneficiaries each month from the Social Security Disability Control File who were most likely to participate in the Ticket program. To apply the algorithm, BASS developed data management and Personally Identifiable Information (PII) protection protocols to meet Social Security privacy right requirements.

As a result of the IVR initiative, between January and September of this year, 182,120 new beneficiary IVR calls were completed, and more than 41,581 new beneficiaries had spoken with a Ticket to Work Help Line CSR as a result of the IVR calls. The new beneficiary IVR cumulative response rate is 23%, which is 9.5 times higher than the standard direct mail response rate.

### 2.2.2 Case Closure IVR Calls

In March 2012, BASS developed another IVR process to inform beneficiaries who were working and had recently concluded services with their SVRA that they had residual Ticket benefits, and, if they required additional services in order to retain their job, they could assign their Ticket to an EN.

This process required the development of additional IVR scripts in English and Spanish, data processing segmentation between IVR initiatives and revisions to existing CSR scripts at the Ticket to Work Help Line. As a result, between March and September of this year, 5,623 Case Closure IVR calls were completed with a response rate of 15.1%.



### 2.2.3 Deaf Beneficiary IVR Calls

In September 2012, BASS developed a process and algorithm by which deaf beneficiaries were afforded the option to receive an advance notification of an upcoming IVR call. This advance notice, sent via post cards in Spanish and English, allowed the beneficiary the opportunity to prepare to use TTDY or Relay Service so that they could interact with CSRs and gain insight into the Ticket program. To augment the IVR notice, BASS also produced an American Sign Language video that is available via the Choosework website and YouTube.

The initial 2,106 IVR calls to deaf beneficiaries were well received and resulted in:

- 381 English-speaking deaf beneficiaries speaking directly with a CSR;
- 56-Spanish speaking deaf beneficiaries speaking directly with a CSR; and
- An overall 21% deaf beneficiary response rate to the IVR call promoting participation in the Ticket program

## 2.3 Social Media

Throughout this contract year, the BASS team managed Ticket to Work social media accounts, including Facebook, Twitter and YouTube, and launched the Choose Work Blog on choosework.net. These channels saw continual growth over the course of the year.



By incorporating best practices and using targeted messaging and tactics, BASS gained 1,095 net new Facebook fans, 864 Twitter followers, 7,692 YouTube channel views and 30,047 unique blog views. Engagement tactics, such as the Disability Employment Chat (#DEChat) on Twitter and Facebook Q&A's resulted in meaningful impact, not only in the growth of audience reach, but also in fan and follower engagement and interaction. The Team responded to Ticket to Work inquiries, encouraged fans to register for WISE webinars, and attracted other organizations to help spread the word about Ticket to Work. BASS plans to build upon this growth next year and continue to find innovative ways to connect with the disability community, engage in productive discussions, provide valuable information and ultimately convince more people to participate in the Ticket to Work program.

### 2.3.1 Target Strategies and Impact

In addition to regularly posting and responding on Facebook and Twitter, the BASS team engaged in two types of engagement strategies: Facebook Q&A sessions and Disability Employment Chats on Twitter.

#### Facebook Q&A Sessions

Over the course of Option Year 1, the BASS team conducted five Facebook Q&A sessions following WISE webinar events in December, March, May, July and September. The Team answered a total of 129 questions on SSDI/SSI benefits, Work Incentives and the Ticket to Work program with assistance from WISE webinar presenters and OESP staff. These sessions drove high levels of engagement in the months they were conducted as fans continued to ask questions and comment after the events had ended.





### Disability Employment Chat (#DEChat) on Twitter

The BASS team held two Disability Employment Chat (#DEChat) events on Twitter, one in March and one in June. The March 30 event focused on career help for people with developmental disabilities. Sharon Lewis, Commissioner, Administration on Intellectual and Developmental Disabilities, in the Administration for Children and Families, Department of Health and Human Services, provided subject matter expertise for the discussion. Twenty-two people participated in this event, and the discussion ran over 100 Tweets. Then on June 22, Ticket to Work and the American Association of People with Disabilities facilitated a second chat focusing on youth in transition. Forty-five people participated in the event, and a significant number of resources were shared. Overall, almost 500,000 Twitter users potentially saw content from this event.

### Additional Strategies

BASS used additional strategies that increased awareness of the program, engaged the community, and generated online buzz. These strategies included:

- Posted content on Facebook and Twitter according to a monthly editorial calendar
- @tagged relevant partners on Facebook and Twitter
- Used a link shortening and tracking service to track popular content
- Cross-promoted Ticket to Work outreach happenings via other channels
- Enforced the Social Media Policy and Protocol to protect beneficiary privacy and personal information
- Incorporated standard hashtags used by members of the disability community for tweets, including #disability, #disabilities and #PWD (people with disabilities)
- Utilized other time-appropriate hashtags such as #mentalhealthmonth during Mental Health Awareness Month in May
- Transitioned the Facebook Page to the new Facebook Timeline format

To increase effectiveness of these channels, the BASS team employed tactics to personalize messaging and optimize relevancy and reach. To assist in implementing targeted outreach strategies, the Team maintained tools such as a detailed editorial calendar to ensure that messaging distributed through Ticket to Work social media was consistent with disability community observances and monthly WISE webinars. The calendar included two social media posts per day and the copy, link and organizations to be @tagged for each post.

#### 2.3.2 Choose Work Blog content

In November 2011, BASS launched the Choose Work blog. The blog served as a forum for open communication with people receiving Social Security benefits and their families, friends and support networks, or others interested in the Ticket to Work program or disability employment. The blog allowed OESP, BASS and the Operations Support Manager (OSM) to share program information, updates, news and key messages with stakeholders including beneficiaries and service providers. The blog readership continues to grow with more than 2,580 subscribers.

The blog allowed for timely posts and two-way dialogue among readers through comments and feedback. Posts by Social Security and OESP leadership contributed to the success of the blog by showcasing involvement, thought leadership and realistic discussion about the program by senior leaders, increasing credibility. Leadership posts included entries from Bob Williams, Dan O'Brien and disability professionals from other organizations.



The blog had a successful first year, as measured by number of visitors to the blog (traffic) and the number of comments on blog posts. Results included:

- 134 posts
- 30,047 page views
- More than 250 comments submitted and answered

The content of the blog was shared far and wide. The following tactics were used to publicize the Ticket to Work blog:

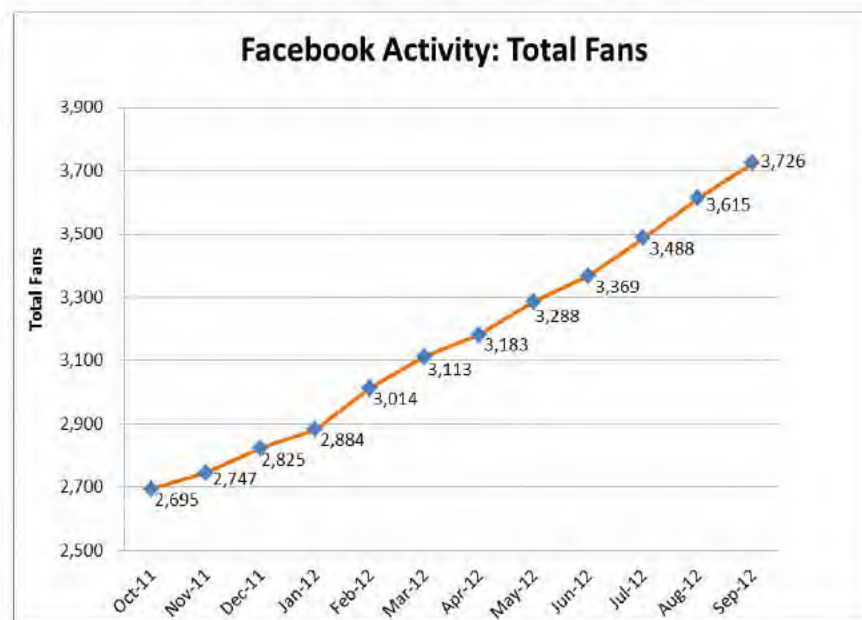
- Sent emails to other organizations' listservs about the blog
- Sent a bulletin to current Ticket to Work GovDelivery subscribers offering them the opportunity to subscribe to blog updates
- Created a Ticket to Work Blog GovDelivery subscription list
- Posted a blog entry to Disability.gov announcing the blog
- Announced the blog to Ticket to Work service providers on national conference calls
- Linked regularly to the blog on the Choose Work Twitter and Facebook to encourage ongoing social media interaction

### 2.3.3 Social Media Channel Performance Metrics

#### Facebook

From October 2011 to September 2012, total Facebook fans increased by 41.6% from 2,633 to 3,726, a slight increase in the rate of growth over the prior year (37%). Over the course of the year, there was a significant increase in fans engaging with the content through likes, comments and sharing content with their friends, which subsequently increased the number of fans. The total number of fans is calculated by subtracting Unlikes of the page from total Likes acquired.

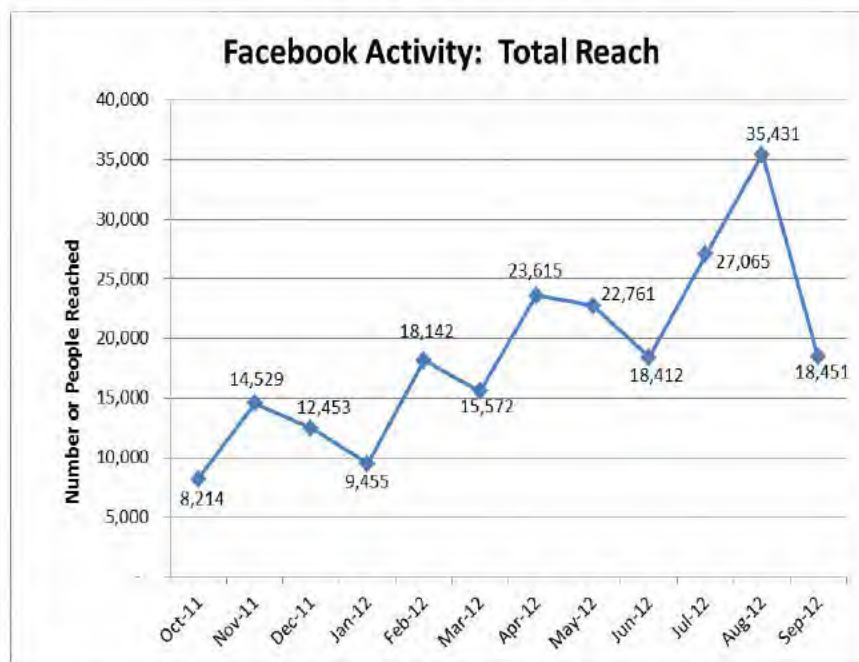
Figure 2-2: Facebook Activity: Total Fans





Total Reach is a measure of visibility and is the sum of the number of unique users who viewed a piece of content on the Choose Work! page over the course of the month. From October 2011 to September 2012, the BASS team achieved an average monthly reach of 7,723 users. In total, Choose Work! content had 813,179 daily impressions, garnering 521 comments, 2,322 likes and 1,105 shares. Users clicked posted links 1,175 times. Engagements peaked in months when a Facebook Q&A session was held.

Figure 2-3: Total Reach

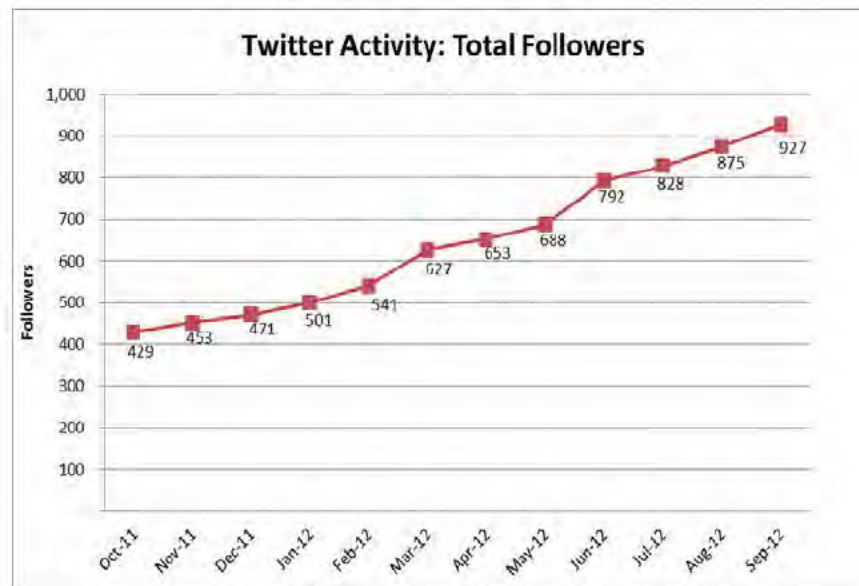


## Twitter

 <p><b>Choose Work - SSA</b>          @chooseworkSSA          An official account of Social Security Administration's Ticket to Work Program. All about disability employment. Following#Endorsement.          facebook.com/choosework          Baltimore, MD <a href="http://www.chooseworkttw.net">http://www.chooseworkttw.net</a></p>		Followers	927
		Following	775
		Tweets	1,781
As of September 28 2012			

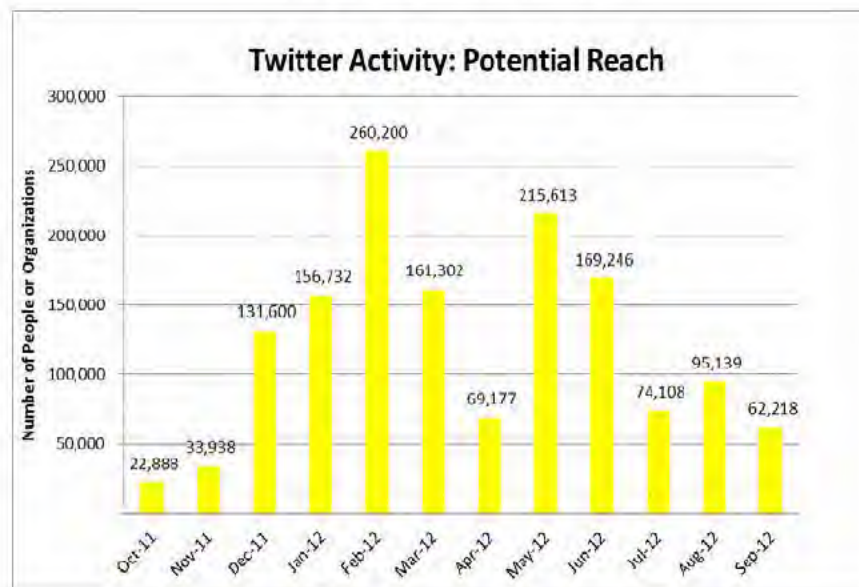
Between October 2011 and September 2012, the @chooseworkssa Twitter account gained 863 followers; sent 912 tweets; had more than 933 retweets; and was mentioned 724 times. BASS had 1,700 interactions with 601 unique users, and content was potentially seen by over 1.5 million Twitter users. Twitter users clicked on links shared by @chooseworkssa almost 11 thousand times. Twitter engagement was greatly impacted by the Twitter chat events, seeing peaks in March and June around these events.

Figure 2-4: Total Followers



Potential reach is defined as the number of Twitter users may have viewed @chooseworkssa content due to tweets and retweets of @chooseworkssa content. This metric is based on the number of followers of those who retweeted content.

Figure 2-5: Potential Reach

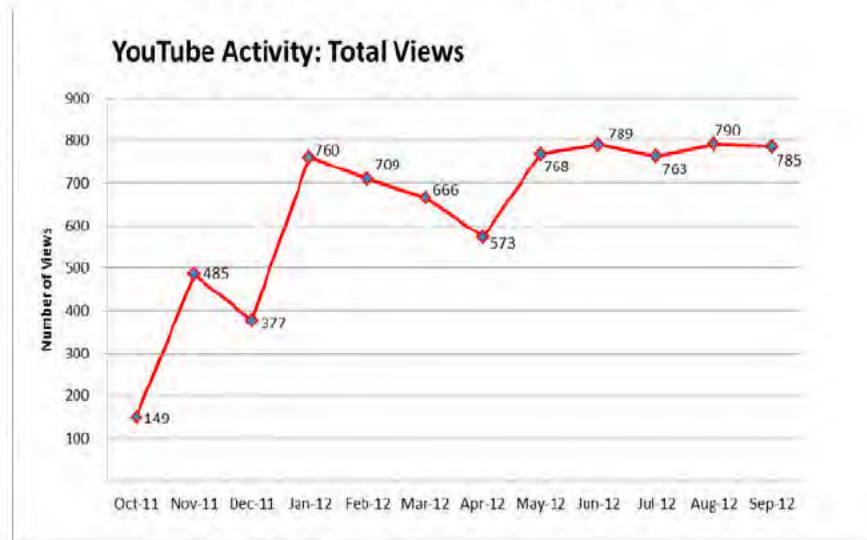




## YouTube

By the end of the Option Year 1, ten videos were available via the YouTube channel, with Megan Rigg's story and Associate Commissioner, Bob Williams' welcome message garnering over 40 percent of the total views. Overall, videos on the channel were seen 7,692 times.

Figure 2-6: You Tube Activity: Total Views



### 2.3.4 Analysis of Audience Demographics

An analysis of the demographics for the Ticket to Work's social media followers provided insight into the audiences that were reached by the three channels. This information was used to help develop and target future messaging. The results of the analysis found that the following trends remained relatively consistent with last year's findings:

- The majority of social media followers are female
- More than half of the Facebook fans are over 35 years of age
- YouTube followers tend to skew the heaviest towards older people, with the majority of viewers being over 45 years of age
- 30% of Twitter followers are between 35 and 44 years old (a shift older than last year)

Figures 2-7 and 2-8 below illustrate the differences in gender and age across Ticket to Work social media channels.

Figure 2-7: Gender Breakdown by Social Media Channel

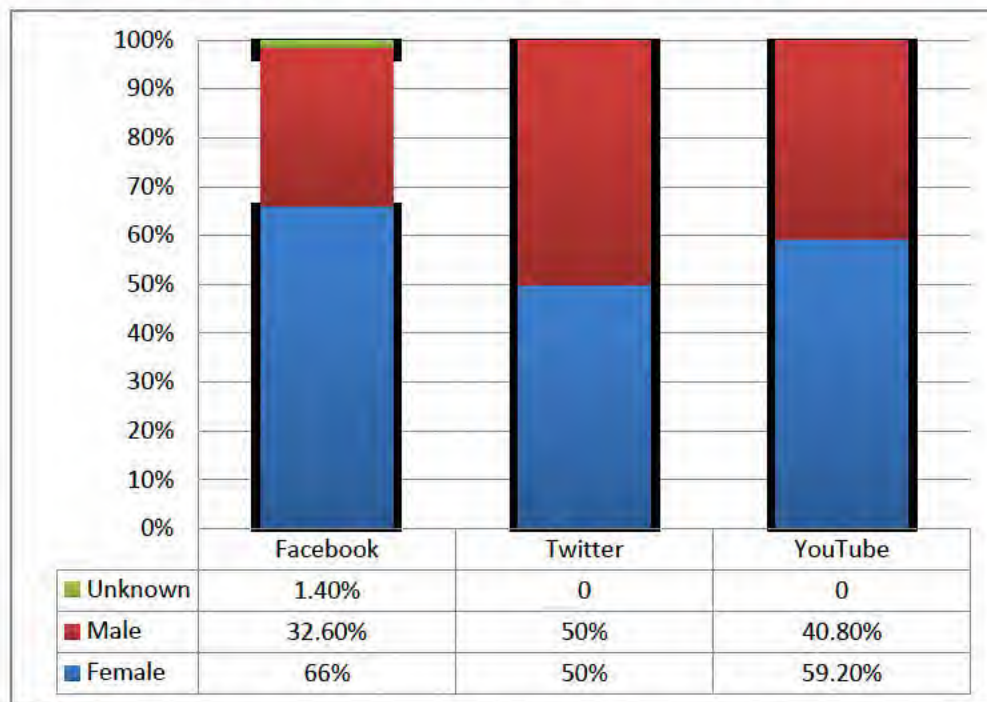
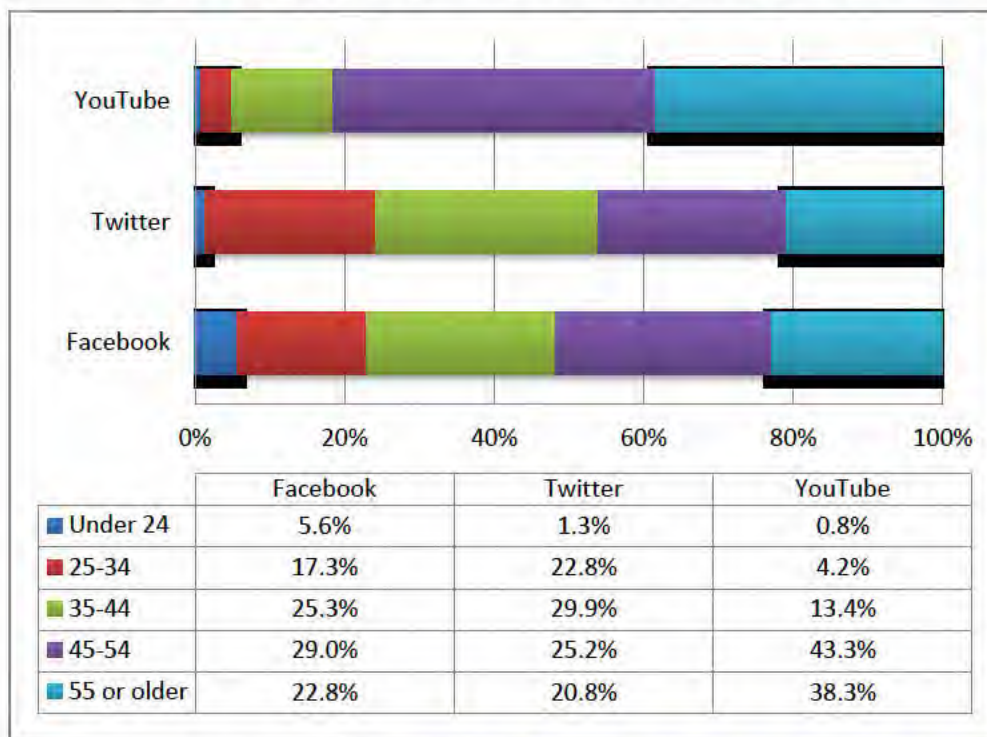


Figure 2-8: Facebook, Twitter, and YouTube Fans by Age Group



These demographics are consistent with the [2011 Pew Report](#) entitled, “The Social Side of the Internet” which shows that women tend to be more involved than men in “support groups for people with illness, personal situation.” It also found that young people are less likely to be active in such online social





support groups. Whereas about 20% of other age groups participate, only 14% of people ages 18-29 are involved in such groups. Based on this data the Team's future strategy, will include 1) tailoring messaging to effectively reach the current audience, and 2) employing customized strategies to reach underrepresented demographic groups. Social media engagement will be coupled with email and text messaging outreach in Option Year 2 to continue to better target critical groups.

## **2.4 Content Development and Other Outreach Initiatives**

### **2.4.1 Monthly Outreach and External Organizations**

The BASS team's comprehensive, integrated outreach strategy informs Ticket to Work stakeholders, beneficiaries and their families, community partners, and service providers about the opportunities to achieve financial independence through participation in the Ticket to Work program.

The BASS team's monthly outreach efforts reached beneficiaries and service providers through multiple events and approaches including WISE webinars, blog posts, success stories, new website content, Facebook Q&A, Twitter Chat and promotion for webinar viewing parties. Each month, the Team developed an outreach plan that outlined the available content for dissemination to designated lists of external organizations. The Team used the monthly WISE webinars as an opportunity to reach external organizations with information about the webinar and the Ticket Program. In addition to sending the webinar information, the Team sent links to success story videos and other content related to the monthly theme. The Team accessed existing services, including GovDelivery (both Social Security's and OESP's lists), and listservs maintained by Virginia Commonwealth University, Disability.gov, and OSM to promote the webinars and other monthly targeted content.

To coordinate these outreach efforts, the Team sent GovDelivery notices to the 123,500 subscribers across the five subscription lists. In conjunction with this plan, the BASS social media team issued alerts about upcoming webinars and engaged users online with information, reaching bloggers, Twitter followers, and Facebook users. As a result, the social media accounts achieved thousands, sometimes millions of impressions each month. Using social media, events including Facebook Q&A and Twitter Chat sessions attracted greater visibility of the program. Both of these social media events provided beneficiaries and others interested in the Ticket program an opportunity to interact directly with representatives from Social Security and the disability community.

As a result of multiple activities, including monthly outreach, conference attendance, and webinar promotion, the Team continued to build its database of individuals and organizations for which to direct marketing efforts (which currently numbers 179 contacts).

### **2.4.2 Materials Development and Distribution**

Over the course of the year, the BASS team has created a cohesive look and feel to Ticket to Work communication mediums including the beneficiary and associated websites, print materials and webinar presentations. In an effort to make Ticket to Work materials more accessible to service providers and beneficiaries, BASS created an online document library at the beneficiary website. The library launched in October 2011, and contains two separate webpages that divide materials for service providers and beneficiaries for ease of navigation and use. Since its launch, the document library has experienced nearly 2,000 page visits.



The BASS team understands that service providers serve as a channel to further spread the offerings of the Ticket program. The



Team created a dozen promotional banners and buttons for use by service providers to have

ready-to-use content to promote the Ticket program. These powerful materials are housed in the document library and were shared with the OSM team to help increase the awareness of these free resources among the ENs.

In July, the BASS team organized and executed a nationwide distribution of free Ticket to Work promotional print materials, provided to service providers who opted-in via an online order form. Materials included the 2012 version of the Spanish and English wallet cards and the 24" x 36" Ticket to Work poster. The campaign distributed more than 115,000 promotional pieces to 318 service providers across the country.



### 2.4.3 Conferences and Events

During the year, the BASS team attended four conferences, distributed 2,400 printed materials, interacted with 890 people, and collected approximately 255 "opt-in" cards. The names and contact information collected will be used with an email and text messaging outreach pilot in the next BASS contract OY.

#### TASH Conference

The 2011 TASH Conference: *No Excuses, Creating Opportunities in Challenging Times*, was held November 30 through December 2, 2011, in Atlanta, Georgia. BASS was a sponsor, exhibitor, workshop presenter. Approximately 1,500



stakeholders attended the TASH conference including individuals with disabilities and their families, general and special educators, school administrators, university professors and students, researchers, and service providers. During the three-day exhibit, approximately 250 visitors stopped by the booth, including, beneficiaries, family members, ENs, SVRA representatives, and community partners. The Team collected 115 "opt-in" cards including 50 from a workshop on the Ticket program's WISE webinars.

#### National Transition Conference: College and Careers for Youth with Disabilities (Sponsored by the Dept. of Education)

This conference brought together approximately 750 leaders from within the transition communities as ENs, SVRAs, student development personnel, behavioral health professionals, young adults, and family members gathered to learn more about opportunities for young adults with disabilities to become self-sufficient.



The BASS team exhibited during a two-hour poster session on May 30, 2012. Nearly 100 people visited the Ticket to Work exhibit booth during the session. Attendees received information about the program



including, wallet cards containing website and call center information, print versions of the Megan Riggs success story, and a Youth in Transition fact sheet with information on the transition from school to adult life with specific Work Incentives targeted to young adults with disabilities.

#### National Council on Independent Living (NCIL) Annual Conference

The 2012 Annual Conference on Independent Living, *30 years of Advocacy: And Miles to Go before We Sleep*, was held on June 11 – 14, 2012 in Washington, DC. The audience was comprised of disability beneficiaries, ENs, SVRAs, Community Work Incentive Coordinators (CWICs), Councils on Independent Living or State Independent Living Center staff, family members, personal assistants, community advocates, and nursing home administrators. The BASS team exhibited for two days and spoke with approximately 200 stakeholders. A total of 55 “opt-in” cards were collected.



#### National Alliance on Mental Health (NAMI)

This year’s theme for NAMI was: *Think, Learn and Live: Wellness, Resiliency and Recovery*. During the three-day exhibit on June 27 – 30, 2012 in Seattle, Washington, the Team collected 55 “opt-in” cards. Approximately 340 people stopped by the booth, and the Team distributed 700 wallet cards and 400 common work incentives tables. Additional materials included the print version of the Megan Riggs success story, Youth in Transition fact sheet, Ticket-to-Work fact sheet, and Ticket-to-Work brochure: *What You Need To Know To Keep It Working For You*, and [Disability.gov](http://Disability.gov) fact sheets.



#### 2.4.4 Success Stories

Ticket to Work success stories are an integral part of the content developed to generate program awareness and increase Ticket assignments. Peer testimonial helps establish a connection with target audiences, inspiring understanding and inquiry. Human interest is integrated across Ticket program materials and products, which continue to feature original photographs of successful program participants.

Print and video success stories are developed through an extensive process of recruiting, vetting, interviews and creative production. To produce ongoing success stories, BASS corresponded with 30 organizations. The success story development process spotlights different aspects of Ticket to Work and Work Incentives with each contribution to the program’s growing suite of success stories. The following six stories were added to round out the 10 features published on [choosework.net](http://choosework.net):



Figure 2-9: Added Success Stories

Story	Target Populations: Disabilities and Demographics	Featured Work Incentives and Other Topics
Terry Anderson (Print and video stories were both developed, offering audiences a comprehensive look at the program through Terry's experience.)	<ul style="list-style-type: none"> <li>• Cancer Survivors</li> <li>• Middle-aged Job-seekers</li> <li>• Senior Citizens</li> </ul>	<ul style="list-style-type: none"> <li>• Trial Work Period</li> <li>• Extended Period of Eligibility</li> <li>• Expedited Reinstatement</li> <li>• Ticket to Work</li> <li>• EN Services</li> <li>• Benefits Counseling</li> <li>• Individual Work Plan</li> <li>• Workforce Development Centers</li> <li>• Supporting a family</li> <li>• Improvement in earning potential</li> <li>• Personal fulfillment and pride</li> </ul>
Megan Riggs (Print and video stories were both developed, offering audiences a comprehensive look at the program through Megan's experience.)	<ul style="list-style-type: none"> <li>• Mental Health Disability</li> <li>• Young, female Job-seekers</li> <li>• Young mentally disabled beneficiaries</li> </ul>	<ul style="list-style-type: none"> <li>• Ticket to Work</li> <li>• EN Services</li> <li>• Benefits Counseling</li> <li>• Individual Work Plan</li> <li>• Workforce Development Centers</li> <li>• Improvement in earning potential</li> <li>• Personal fulfillment and pride</li> </ul>
Debra Gabriel (Print)	<ul style="list-style-type: none"> <li>• Musculoskeletal Disorders</li> <li>• Orthopedic Disorders</li> <li>• Chronic Fatigue</li> <li>• Multiple disabilities</li> <li>• Middle-aged Job-seekers</li> <li>• Women</li> </ul>	<ul style="list-style-type: none"> <li>• Work Incentives: general discussion</li> <li>• Challenges facing the single parent</li> <li>• Supporting a family</li> <li>• Ticket to Work</li> <li>• Increased earnings potential</li> <li>• Setting an example for children</li> <li>• Personal pride and self-esteem</li> </ul>
Christopher O'Dell (Print)	<ul style="list-style-type: none"> <li>• Developmental Disabilities (DD)</li> <li>• Advocates and Families of Adults with DD</li> <li>• Young Adults with DD</li> <li>• Youth-in-Transition</li> </ul>	<ul style="list-style-type: none"> <li>• Ticket to Work</li> <li>• EN services: Job Placement</li> <li>• Supporting a family</li> <li>• Personal pride and fulfillment</li> </ul>
Robert Statam (A print version of Robert's story was added in 2012, highlighting Work Incentives and other program fundamentals.)	<ul style="list-style-type: none"> <li>• Spinal Cord Injuries</li> <li>• Veterans; Paralyzed Veterans</li> <li>• African American Populations</li> </ul>	<ul style="list-style-type: none"> <li>• Trial Work Period</li> <li>• Extended Period of Eligibility</li> <li>• Expedited Reinstatement</li> <li>• Ticket to Work</li> <li>• EN Services</li> <li>• Benefits Counseling</li> <li>• Volunteer Service as a stepping stone to employment</li> </ul>
Sandy Rusnak (Print and video)	<ul style="list-style-type: none"> <li>• Spinal Disorders</li> <li>• Orthopedic Disorders</li> <li>• Chronic Fatigue</li> <li>• Middle-aged Job-seekers</li> <li>• Women</li> </ul>	<ul style="list-style-type: none"> <li>• Work Incentives: general discussion</li> <li>• Ticket to Work</li> <li>• Increased earnings potential</li> <li>• Setting an example for others</li> <li>• Personal pride and self-esteem</li> </ul>





### Success Story Dissemination

Success stories have had strong exposure through a variety of channels. These included:

1. Choosework.net, where stories are published in the View Success Stories section, featured on the Choosework blog, and available for download from the document library. Average daily visits to choosework.net have grown 167% since January, exceeding 1,600 per day.
2. The Ticket program YouTube channel, where success stories and other program videos were viewed more than 5,700 times between January and September (more than double the audience in 2011). Megan Riggs stood out as the most popular video story on the YouTube channel.
3. National disability employment conferences, where video stories were played on site and print features were distributed:
  - National Transition Conference: College and Careers for Youth with Disabilities (Sponsored by the U.S. Dept. of Education) – May 30, 2012
  - NCIL Annual Conference – June 11-14, 2012
  - NAMI – June 27-30, 2012
  - TASH Conference – Nov 30-Dec 2, 2011
4. The North American Precise Syndicate (NAPS), which disseminates stories nation-wide through its network of newspapers, online publications and radio stations.
  - NAPS stories are sent to over 10,000 newspapers and thousands of online publications, including about 8,400 weeklies and 1,600 dailies
  - The Ed Bairos news article had more than 42 placements across 21 states, with a readership of 23 million
  - The websites featuring the Ed Bairos success story were viewed by more than 152 million visitors per month, and the article was viewed 581 times on [www.napsnet.com](http://www.napsnet.com)
  - NAPS placed sponsored content, featuring Ticket to Work, on the front pages of online publications such as *The Wall Street Journal*, *The Los Angeles Times*, and *the New York Post*
  - A 60-second radio announcement aired more than 300 times in 41 different states with an audience that exceeded 20 million
  - Both radio and print pieces were shared with Social Security's Office of Communications for distribution through the monthly Media Information Package, sent to more than 100 public affairs specialists across the country
5. Other Channels: Program content that refers to success story beneficiaries is distributed through other organizations. For example, success stories have been placed or referenced in:
  - The Association of People Supporting Employment First (APSE) Job Training and Placement Report
  - NAMI's Advocate e-Magazine Newsletter
  - Disability.gov
  - GovDelivery
  - The National Disability Institute's Real Economic Impact blog





### 2.4.5 NISH

During this year the BASS team promoted the program to beneficiaries within the NISH community rehabilitation provider (CRP) networks. The BASS team administered the following activities:

- Promoted Ticket to Work at the NISH National Training and Achievement Conference, May 21-23, 2012
- Designed customized Ticket to Work marketing materials and distributed to more than 1,300 NISH CRPs across the country
- Conducted a webinar to educate CRPs on the use of Ticket to Work marketing materials.
- Promoted WISE webinars to NISH CRPs
- Identified success stories of individuals who have assigned their tickets to receive employment services and have been placed or continue to work at one of the NISH member sites. Chris O'Dell, a NISH success story, was featured on the Choose Work Blog in August 2012
- Enhanced the NISH website to prominently display the Ticket to Work program
- BASS efforts with the SSA's Ticket to Work project were featured in the June issue of NISH's Workplace magazine

### 2.4.6 Supporting One-Stop Employment Networks

BASS continued to provide support to the growing number of One-Stop Career Centers that offer services to beneficiaries as ENs. Like all ENs, those in the workforce development community took advantage of this year's distribution of Ticket to Work promotional materials (see section 2.4.2). In addition, at the invitation of ICI/BCT Partners and NDI, which furnish technical assistance to emerging and established One-Stop ENs through the Department of Labor's Disability Employment Initiative, BASS conducted training to One-Stop staff on:

- The BASS role in the Ticket program
- Making use of beneficiary marketing and outreach products
- Suggested outreach best practices
- Ways to engage beneficiaries through BASS-sponsored WISE webinars, social media and other Ticket outreach channels

BASS is a regular participant in the monthly Workforce Partners teleconference, during which the Team updated attendees on current BASS initiatives and upcoming events.

This year, BASS produced the first success story of a beneficiary who was served by a One-Stop EN. The Terry Anderson story (see section 2.4.4) prominently featured the contributions of the Iowa Workforce Development Center to Terry's employment.

## 2.5 Qualitative and Quantitative Research

### 2.5.1 Beneficiary Satisfaction Survey

The BASS team is responsible for the development, fielding, analysis, reporting and publishing of data from an annual nationwide beneficiary survey, through which beneficiaries provide feedback on their satisfaction with the services they received from their ENs. This information is designed to assist future beneficiaries when selecting an EN for services. Satisfaction measures are elements of the EN Report Card and are reported for those ENs that receive a sufficient number of responses from the beneficiaries they served.





The 2011 survey was conducted between September and December 2011. A sequential outreach strategy was developed to reach and engage prospective survey respondents and to maximize the response rate. This approach utilized:

- A postcard mailed to potential respondents in advance of the survey mailing
- Two waves of survey mailings
- Print and online survey questionnaires in the language of preference on record with Social Security (English or Spanish)
- Telephone calls to a select group of non-respondents, made by English and Spanish-speaking operators, to encourage them to complete the survey either by phone, or online; or, to complete the paper questionnaire and return it by postal mail

As a result of this extensive outreach, about 28% of beneficiaries who were offered the survey responded, a rate that exceeded the industry-standard of 25% for this type of survey. BASS delivered the final survey report in written form and in an oral presentation in August 2012. The report summarized beneficiary responses to the survey with measures of their:

- Overall satisfaction with their EN
- Satisfaction with their EN's staff
- Satisfaction with their EN's services
- Satisfaction with their job (if they were working)
- Satisfaction with their EN's success in meeting their individual goals

At OESP's request, a written report summary was submitted in September 2012.

### 2.5.2 Focus Groups

To test outreach materials and obtain feedback on the look, feel and messaging of the content, BASS conducted two sets of focus groups, comprised of 31 beneficiaries, in Rockville, Maryland and Chicago, Illinois in April and May 2012. The feedback from beneficiaries provided insight about specific words, images, and success stories that resonated with the program's target audience. More importantly, the focus group discussions yielded valuable insight about the social and interpersonal reasons beneficiaries want and need to work. Using the feedback, the Team refined marketing and messaging efforts and made updates to the Ticket to Work poster, as well as to the English and Spanish wallet cards.

BASS delivered a written report of focus group observations in June 2012. During oral briefings and subsequent discussions with OESP and OPDR staff, Associate Commissioner Williams encouraged further efforts on the part of the BASS team to identify the attitudes of different groups of beneficiaries, particularly those beneficiaries who are older and female, towards seeking employment. BASS will examine this issue and recommend suitable approaches for OESP's consideration in the next contract year.

## 3.0 Systems

The role of the BASS systems team is to maintain a beneficiary-focused website to provide important and essential information to Ticket Program stakeholders and establish connections to collect ticket-related data to support outreach activities. This includes operations and maintenance of the BASS information technology infrastructure, storage of pertinent beneficiary data in support of BASS initiatives (e.g., IVR) and serving as a liaison to other stakeholders associated with technical ticket-related aspects. During the fiscal year, the Team continued to work closely with Ticket Program



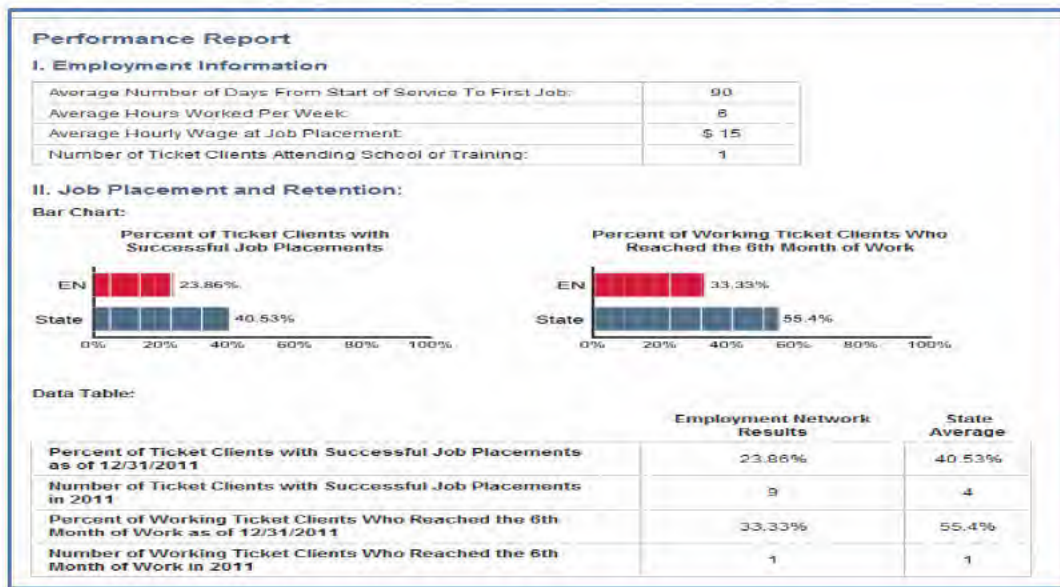
stakeholders to further enhance the BASS website ([www.choosework.net](http://www.choosework.net)) secure critical Social Security data, and provide technologies to support BASS outreach activities.

### 3.1 BASS Website

In OY1, the BASS team implemented substantial enhancements to the site by providing an updated EN Report Card, enhanced Find Help section, rotating banner, and made numerous changes to the site to improve presentation and user friendliness. These changes included

- Deployment of an updated EN Report Card in March 2012 that provided all ENs a tailored version of their report card, new data elements and modified language to increase clarity of information presented. The EN Report Card also added metrics stemming from the customer satisfaction survey. Those items included satisfaction with staff and service, help with meeting their goals, and recommend the program to others. An example of the performance report section of an EN Report Card is shown in figure 3-1.

Figure 3-1: EN Report Card Performance Report



- Enhancements to the Find Help section by adding the ability to search by distance, improve navigation, and streamlining pages to make the views less cluttered which added value to the user experience by clearly showing their specifically requested providers. The advance search criteria is shown below



Figure 3-2: Find Help Advanced Search

**Advanced Search** Advanced Search Simple Search

Use advanced search to conduct a detailed search for service providers that can help you. All search results are based on information service providers have shared with us, but their offerings may have changed. Please contact them directly for more information about services offered. To search by state or provider type only, use [Simple Search](#).

**Search by location or provider name:**

Enter ZIP Code:  Select a State:    
 Search Within:  Provider Name:

**Refine your search results:**

Refine your results by Type of Service Provider, Languages Supported, Disabilities Served, and Service Provided. Select multiple items in the drop down menu by checking the boxes for each item.

Provider Type:  Languages:    
 Disabilities:  Services:

**SEARCH**

- Implementation of a new print functionality that provides visitors the option to save raw data or print either a contact only or full detailed list of their Find Help search results. This provides the user with a list of providers tailored to their search criteria in a printed format

Figure 3-3: Print Preview

**Print Preview: Contact Information** PRINT CANCEL

*TIPS: Use File > Save in your browser to save the formatted list. Print "landscape format" to avoid data cutting off.*

Provider Name	Web Site	Type	Loc	Address	Contact	Phone	Email	TTY Number
MELWOOD HORTICULTURAL TRAINING CENTER, INC	<a href="http://www.melwood.org">www.melwood.org</a>	EN	Maryland	5805 DOWER HOUSE ROAD UPPER MARLBORO, MD 20772	STACEY BAILEY-TOWNSEND	(301)559-2710	<a href="mailto:sbailey-townsend@melwood.org">sbailey-townsend@melwood.org</a>	
CREATIVE OPTIONS & EMPLOYMENT LLC	<a href="http://WWW.COEOBS.COM">WWW.COEOBS.COM</a>	EN	Maryland	1441 MCCORMICK DRIVE SUITE 1020 UPPER MARLBORO, MD 20774	ALANA POWELL	(301)779-3250	<a href="mailto:a.powell@coeoobs.com">a.powell@coeoobs.com</a>	
Arklington Employment Center	<a href="http://www.arklintonva.us/departments/humanresources">www.arklintonva.us/departments/humanresources</a>	EN	3 States	2100 Washington Blvd. 1ST FLOOR ARLINGTON, VA 22204	Claudia Barrios	(703)228-1419	<a href="mailto:cbarrios@ourpeoplework.org">cbarrios@ourpeoplework.org</a>	(703)228-1708
SERVICE SOURCE	<a href="http://www.servicetocare.org">www.servicetocare.org</a>	EN	3 States	8295 EDGALL ROAD SUITE 175 ALEXANDRIA, VA 22312	MISSY CRAWFORD-SMITH	(703)225-3540	<a href="mailto:missy.crawford-smith@servicetocare.org">missy.crawford-smith@servicetocare.org</a>	
FULL CIRCLE EMPLOYMENT SOLUTIONS	<a href="http://WWW.FULLCIRCLEDC.COM">WWW.FULLCIRCLEDC.COM</a>	EN	7 States	P.O. BOX 7030 HYATTSVILLE, MD 20787	Katie Pitts	(202)670-5216	<a href="mailto:katie.pitts@fullcircledc.com">katie.pitts@fullcircledc.com</a>	
ST. LUKE'S HOUSE, INC.	<a href="http://WWW.STLUKESHOUSE.ORG">WWW.STLUKESHOUSE.ORG</a>	EN	Maryland	8555 16TH ST. SUITE 601 SILVER SPRING, MD 20910	Ceteen Larkin	(301)493-4200	<a href="mailto:teelink@stlukeshouse.com">teelink@stlukeshouse.com</a>	
ST. LUKE'S HOUSE, INC.	<a href="http://www.stlukeshouse.org">www.stlukeshouse.org</a>	EN	Maryland	8640 SOUTHPORT DR. N. BETHESDA, MD 20814	Coleen Larkin	(301)493-4200	<a href="mailto:teelink@stlukeshouse.com">teelink@stlukeshouse.com</a>	
WORK OPPORTUNITIES UNLIMITED CONTRACT, INC.	<a href="http://www.workopportunities.net">www.workopportunities.net</a>	EN	Maryland	11802 VERS MILL RD. WHEATON, MD 20902	JENNIFER HADWAN	(877)549-3377	<a href="mailto:jenniferh@workopportunities.net">jenniferh@workopportunities.net</a>	
SKILLSOURCE GROUP INC	<a href="http://www.myskillsource.org">www.myskillsource.org</a>	EN	3 States	8300 BOONE BLVD SUITE 450 VERNIA, VA 22182	LAUREN PARKER	(703)752-1600	<a href="mailto:lauren.parker@myskillsource.org">lauren.parker@myskillsource.org</a>	(703)533-5316
TRANSCEN INC	<a href="http://www.transcen.org">www.transcen.org</a>	EN	55 States and Territories	401 N. Washington Street Suite 450 ROCKVILLE, MD 20850	Andrea Cetana-Jiles	(800)510-0041 ext 2	<a href="mailto:acetanajiles@transcen.org">acetanajiles@transcen.org</a>	(301)305-2435
MARYLAND DIVISION OF REHABILITATION SERVICES	<a href="http://www.dors.state.md.us">www.dors.state.md.us</a>	VRA		2301 ARSONNE DR. BALTIMORE, MD 21218	THOMAS D. SCHWARTZ	(410)254-9507	<a href="mailto:tschwartz@dors.state.md.us">tschwartz@dors.state.md.us</a>	(410)254-9411
THE LEAGUE FOR DISABILITIES, INC.	<a href="http://www.leagueforpeople.org">www.leagueforpeople.org</a>	EN	Maryland	8800 Orchard Tree Lane BALTIMORE, MD 21286	Chad McCruden	(443)279-6800 ext 412	<a href="mailto:cmccruden@leagueforpeople.org">cmccruden@leagueforpeople.org</a>	(410)435-5580

- Deployment of splash pages for the IVR and enhanced email capture capabilities. Enhancements allowed for the collection of 4,574 email addresses. These email addresses are used for marketing and knowledge sharing amongst beneficiaries and the BASS



- Launch of the Choosework blog to provide discussion topics for the disability community as well as providing peer relationships by connecting beneficiaries to one another. Blog topics included recaps of Ticket to Work events, Facebook Q&A's, and Twitter Chats
- Implementation of a rotating banner on the home page which highlights upcoming events, new features, new blog and success story entries, and newly available Ticket related information. This rotating banner provides the users high level information pertaining to important updates on the homepage

In addition, total visits to the website increased significantly in OY1 (by 399%) from the previous contract year with a large portion entering the site through Social Security's Work Site. The most popular pages of the site visited were the *Find Help*, *About the Ticket Program*, and *WISE Webinars* sections. These pages are specific areas of the site for beneficiaries to find providers in their area, gain more information about the program, and register for online Ticket related conferences. The table below depicts the increase in site visitation from the base year to OY1. Figures 3-4 and 3-5 further show the month to month growth of visits to [www.choosework.net](http://www.choosework.net) during OY1.

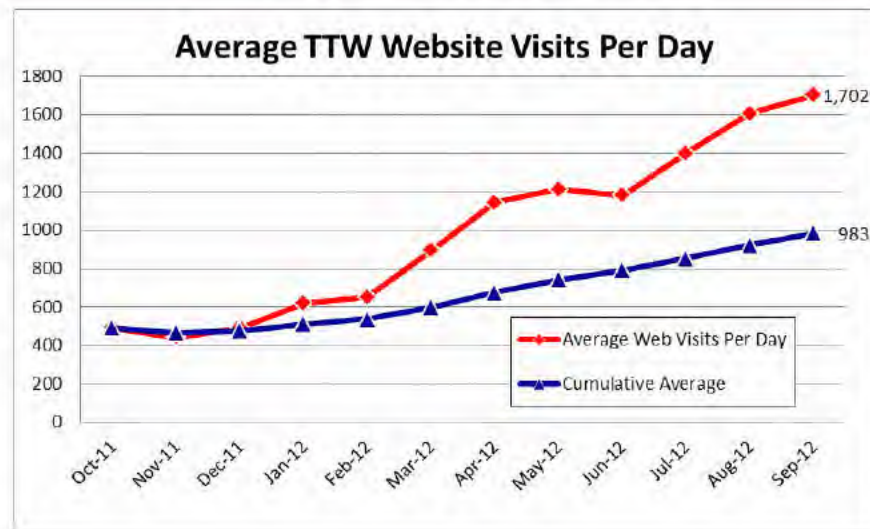
**Figure 3-4: Monthly Website Hits Comparison**

	OY1	Base Year	Percent Increase from Base Year
Unique visitors	262,193	49,120	<b>434%</b>
Total visits to the site	357,854	71,772	<b>399%</b>
Site traffic (direct)	106,776	39,445	<b>171%</b>
Site traffic (Social Security)	153,088	17,176	<b>791%</b>





Figure 3-5: Website Visits per Day



### 3.2 BASS Change Control Board and Site Maintenance

The integrated (SSA and BASS) internal Change Control Boards (CCBs) was established in OY1. The CCB weekly meetings stand as opportunities for the BASS team and Social Security stakeholders to collaboratively discuss and review website updates, identify defects and to seek client approval for scheduled Change Requests (CR's). This process also includes Section 508 evaluation and support. The CCB process also allows for full transparency of the website strategy as well as provides a formal framework to track website development progress. The team completed 37 weekly website releases addressing 125 change requests. Many of the CRs were in support of major releases, substantial enhancements implemented to the website, periodic security patches, and general application upgrades. Efforts in proactively updating the site with critical system updates and quickly addressing site errors once identified resulted in 99.89% uptime of the [choosework.net](http://choosework.net) website.

Figure 3-6: System Down Time

Type of Down Time	Hours website operational in a year	Duration Down	Percentage of Time Down
Unexpected down time	8,765 hours	4.5 hours	.0005%
Planned and approved down time	8,765 hours	5.5 hours	.0006%

### 3.3 BASS Systems Security Audit

Storage of PII continued to be a primary focus of the BASS team and SSA. PII data sets containing beneficiary data to support BASS activities are received periodically from MAXIMUS via SFTP and stored in a FISMA-compliant environment. The security audit is an annual request from SSA to be completed by the BASS. The OY1 audit was the first formal audit performed by Veris in support of the BASS. Since this was the first formal audit, the BASS team worked with Veris to provide full access of BASS facilities to ensure comprehensive analysis. The Veris group completed the detailed audit and provided the BASS





a list of findings that included 96 items for resolution. This list of 96 items was transitioned to a Plan of Action and Milestone (POA&M) process for the BASS to follow. Once the BASS had an opportunity to review the findings, the team worked with Social Security and Veris via weekly (POA&M) meetings, site visits, and conference calls to provide status of all open items. The BASS also provided Social Security artifacts specific to the open items to represent evidence that issues had been resolved. These artifacts were delivered by the BASS to Social Security on a weekly basis via a POA&M completion list. This audit process was completed by the BASS in the agreed upon timeframe with all 96 items resolved to the expectations of Social Security. This collaborative effort with Social Security, Veris, and the BASS team provided full transparency of identified issues and a solid process to resolve all concerns identified through the audit. The end result has created a more secure and stable environment for the BASS team that is compliant with Social Security standards.

### Security Controls Enhancement

In addition to the security audit there were several security controls enhancements made to the BASS site during OY1. The enhanced BASS Application user access controls were:

- Automatic accounts disable after 90 days without use
- Notifications to administrators when account changes take place
- Account suspense after three unsuccessful login attempts within 2 hours
- BASS Application event audit log implementation
- Adjustment to Apache SSL configuration to be FIPS 140-2 compliant
- Remediation of all the Cross-Site Scripting attack vulnerabilities and Blind SQL Inject attack vulnerabilities

The BASS has setup mechanisms to quickly address reported issues with the system and work with Social Security and Veris to make a more FISMA compliant website.

For OY1 the BASS provided full lifecycle technical support to enhance the website and further solidify the security controls and strengthen the systems infrastructure. Our collaboration with Social Security to solidify and strengthen the site enhancements are providing a better user experience to the beneficiary with more website volume while maintaining a 99.89% website up time.

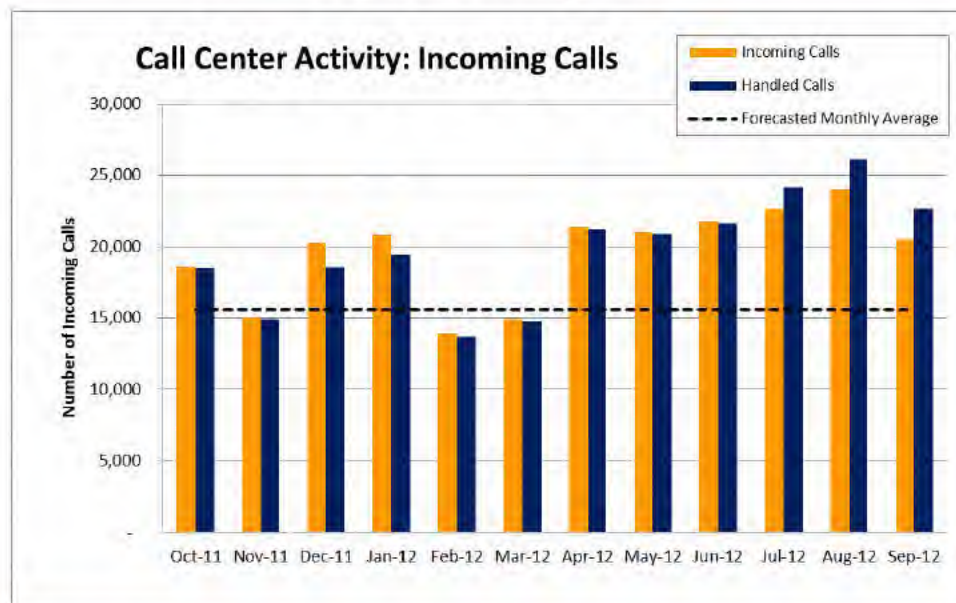
## 4.0 Call Center

### 4.1 Call Center Activity

Beginning the second year of operations, the Ticket to Work Help Line (call center) volume decreased as compared to the first year of operations. Incoming calls averaged 106% of the forecasted monthly average of 15,600 calls compared to 200% in the previous year. The monthly average of calls *offered* was 16,593 between October 2011 and September 2012, with average *handled* calls per month of 16,159. Required training processes for customer service representatives (CSRs) were streamlined, and supplemental CSRs were hired to make more staff available and to offset any attrition and to handle the volume of incoming calls.



Figure 4-1: Incoming Calls



#### 4.1.1 Streamlined Training & Quality Assurance

The call center continued to focus on the rigorous training and certification required for each CSR. The process included the following:

- Receive suitability clearance to work on the project
- Complete training regarding the use of call center systems and tools
- Learn information about the Ticket program and call scripts
- Attend the 40-hour Workforce Incentives Information and Referral Center (WIIRC) certification class
- Pass eight written assessments before receiving provisional WIIRC certification
- Pass three graded call exams and become WIIRC certified
- Learn how to use the WIIRC call script.
- Maintain  $\geq 97\%$  quality assurance score throughout FY2012 (1,888 QA monitors were scored with an average score of 97%)

#### 4.1.2 Key Performance Indicators

Key Performance Indicators (KPIs) are used to measure the effectiveness of CSR performance. These KPIs include Average Handle Time, Customer Quality Assurance, Absenteeism, and Occupancy (phone time/staffed time). As a result of high CSR productivity and the ability to, month over month, increase team KPI's, the Team was able to increase service levels and decrease abandonment percentages. Additionally, an "all hands on deck" approach required management staff to handle incoming calls during high-volume intervals to alleviate customer hold times.

#### 4.1.3 Service Level Agreement

Service level is defined as the percent of incoming calls answered within a prescribed timeframe (i.e., 85% of all calls answered within 30 seconds). Continuous focus on the service level performance each month led to improvements in abandoned calls, beneficiary churn, and one-call resolutions.

Improvements are reflected in the Team's ability to keep attrition below 5%, implementation of streamlined training processes and management coaching of CSRs toward greater efficiency.





Service levels continued to increase steadily, despite an anomaly in December and January due to an influx of calls resulting from Vocational Rehabilitation confirmation letters for both months, and surpassed the 85% goal in 8 of 11 months.

#### 4.1.4 Call Center Outreach: New Beneficiary and Case Closure IVR Campaigns

New Beneficiary IVR	1/3/12- 9/28/12
IVR Messages	182,603
English	
Transfer	29,081
Call Back	10,037
Spanish	
Transfer	0
Call Back	1,525
Totals	
Response Rate	22.41%
EN Lists	2,999

Case Closure IVR	1/3/12- 9/28/12
IVR Messages	8,990
English	
Transfer	1,131
Call Back	606
Spanish	
Transfer	2
Call Back	3
Totals	
Response Rate	19.4%
EN Lists	154

New Beneficiary Hearing Impaired	9/26/12-9/28/12
IVR Messages	2,106
English	
Transfer	229
Call Back	152
Spanish	
Transfer	0
Call Back	56
Totals	
Response Rate	21%
EN Lists	22



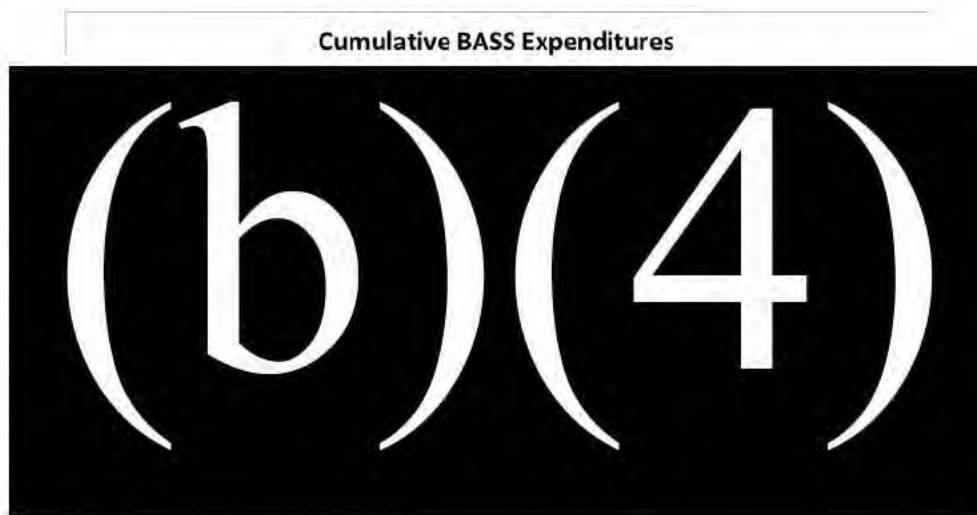
## 5.0 Financials

Since contract award, the BASS project support team has continued to carefully monitor financial obligations due to Social Security and in line with the requirement of the contract; tracking and reporting monthly labor expenditures, Other Direct Costs (ODCs), subcontractor invoices, and staffing levels. The total funding allotted for the OY1 of the contract, starting September 29, 2011 and ending September 30, 2012, was \$8,070,326, including (b)(4) in total reimbursable costs and (b)(4) in fixed fee. At fiscal year end, the total contract reimbursable costs were (b)(4), which was an average of (b)(4) per month. This represents (b)(4) of the total contract ceiling for OY1 (b)(4) (b)(4). Monthly and cumulative expenditures are shown in Figures 5-1 and 5-2.

Figure 5-1: Monthly Expenditures



Figure 5-2: Cumulative Expenditures





## 5.1 Labor Expenditures

BASS team labor costs represented (b)(4) of total expenditures for OY1. At (b)(4), actual labor costs represent (b)(4) of planned labor costs.

## 5.2 ODC Expenditures

Other direct costs were (b)(4), which was (b)(4) of total expenditures for OY1. This represents (b)(4) of planned ODC expenditures. Some of the most significant expenditures for the year include hardware and software for the website environment, supplies for EN list fulfillment, supplies and interpreters for WISE events, marketing material production, and conference attendance.

## 5.3 Staffing

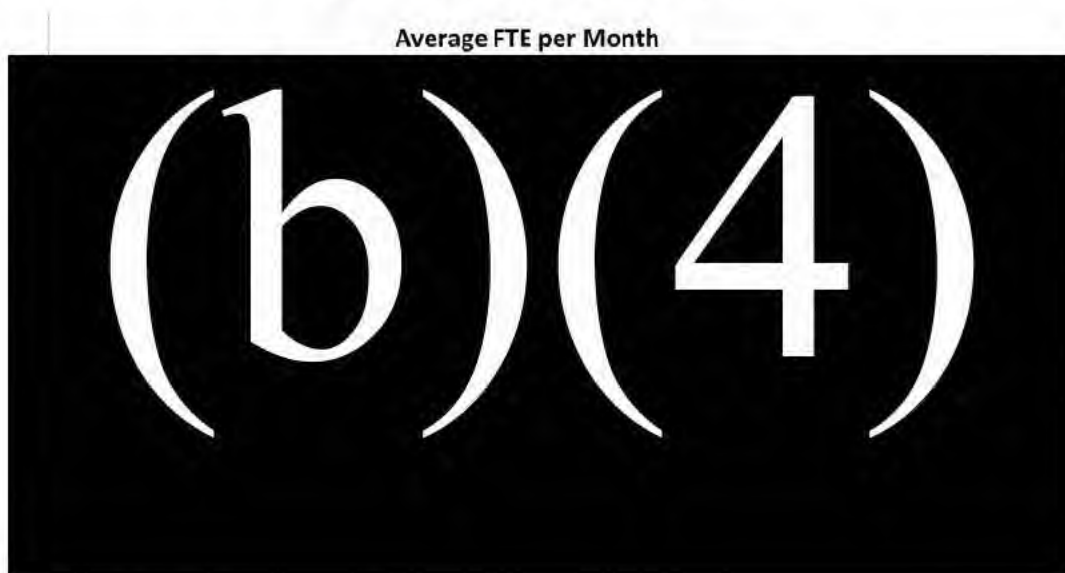
### 5.3.1 Staffing levels

Staffing levels were fairly consistent throughout OY1.

(b)(4)

Figure 5-3 shows the average FTE per month for OY1.

Figure 5-3: Average FTE per Month







## 6.0 Year 3 Outlook

The BASS team enters its third year of support to the Ticket program with a more mature understanding of the program's challenges and opportunities, its many stakeholders, and the promise it holds for disability beneficiaries. In the coming year, the Team intends to build on the experience and lessons learned through implementation of the IVR campaigns, the beneficiary satisfaction survey, the website and systems enhancements, and the expanded social media presence to grow and improve its outreach efforts. Some of the activities that BASS anticipates working with Social Security to conduct include:

- Design and implement the second nationwide Beneficiary Satisfaction Survey and compile and report the findings
- Use an online survey at the choosework.net to obtain feedback from beneficiaries – those who are participating in the Ticket program and those who have not made that choice – to better understand their expectations for the program
- Refine the use of the IVR system to continue to reach the new beneficiaries most likely to participate in the Ticket program
- Review collected IVR data to identify new beneficiary response trends and demographic response statistics
- Develop and implement an email and text messaging program that will deliver general and targeted messages intended to persuade beneficiaries to action in relation to their decision to work and to seek help in achieving their work goals
- Implement a content management system that will allow for quicker development and deployment of content to choosework.net
- Enhance the monthly WISE webinar program—refining the content to address attendees' frequently asked questions and adding new features, such as a new webinar platform to improve accessibility
- Actively use the program's social media channels by posting news and information about significant program and disability-related activities and trends, monitoring the sites and engaging commenters
- Implement a social media ambassadors program to energize and engage online advocates of the program
- Create program materials that are both informative and compelling; for example, producing stories in video and print formats that herald beneficiaries' successes and that can be promoted through multiple media channels, including the website and social media vehicles
- Support beneficiaries not only through inbound inquiries but through multiple IVR campaigns to increase participation in the program, as well as continue to capture e-mail addresses for future outreach communication
- Collaborate with (b)(4) and Social Security to implement the Work Incentive Advisor program, adding twenty advisors to assist beneficiaries by advising them of opportunities available through the Ticket Program and Work Incentives that can help beneficiaries attain financial self-sufficiency through employment